



IBM

00M-229

IBM SPSS Predictive Analytics Sales Mastery v1

QUESTION: 41

What is the main purpose of association algorithms in SPSS Modeler?

- A. To prepare a data set for optimal modeling.
- B. To reduce data to a simpler form.
- C. To divide the market or customer base into groups.
- D. To discover linked purchases and other occurrences.

Answer: D

QUESTION: 42

Which message is the most important for a sales representative to deliver when selling SPSS Collaboration and Deployment Services (C&DS) to a line of business user?

- A. IT can monitor and control C&DS processes without having to know analytic details.
- B. Automation and collaboration lead to enhanced productivity from analysts.
- C. C&DS increases the reliability of analytical results.
- D. C&DS integrates with the existing enterprise environment.

Answer: D

QUESTION: 43

Which characteristic of SPSS Collaboration and Deployment Services appeals most to expert analysts?

- A. Enterprise readiness
- B. Ability to automate processes
- C. Collaboration with business users
- D. Integration with existing environment

Answer: C

QUESTION: 44

Which organization is the best prospect for SPSS Statistics?

- A. An insurance company looking for new ways to retain profitable customers.
- B. A government institution looking to validate policy assumptions.
- C. A retail chain looking to build predictive models.
- D. A research group looking to craft multi-channel surveys.

Answer: B

QUESTION: 45

A research group is looking to branch out from their traditional paper surveys into other technologies. What is NOT one of the many survey types supported in SPSS Data Collection?

- A. In person
- B. Text message
- C. Interactive voice response
- D. Smartphone application

Answer: D

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